

AGTOURISM / DIRECT MARKETING WORK GROUP MEETING AGENDA

May 25, 2006

UCCE Downstairs Auditorium – 2156 Sierra Way, SLO

1. Introductions/Announcements, Approval of Minutes: May 11 meeting
Brenda Ouwerkerk, (5 minutes)
2. Introduction: SIGNS topic (Committee # 8 Information)
Michael (15 minutes)
3. Presentation: Second Draft: Committee # 4 SALES
(30 minutes)
4. Presentation: Second Draft Committee # 3 SPECIAL/TEMPORARY EVENTS
(30 minutes)
5. Presentation: Draft: Committee #6 LODGING: B&B, INNS
(30 minutes)
6. Presentation: Final Draft: Committee #7 LODGING: DUDE RANCH, ETC,
(30 minutes)

Next meeting: **TUESDAY, JUNE 13 @ Templeton**

HOMEWORK ASSIGNMENTS FOR June 13 MEETING:

- Review Final Drafts from Committee# 3: Temp/Special Events
- Review Final Draft from Committees #4: Sales
- Review First Draft from Committees #1: Products
- Think about packaging our final drafts for initiation of review process

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